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Dear Norcross resident,

We are excited to kick off an innovative program in the City of Norcross: Feet on the Street, a recycling education campaign that will help you and your family recycle right.

For four weeks beginning in mid-September, a team of trained professionals will be hitting the pavement in our neighborhoods before the recycling trucks run their routes. This team will check your recycling bin or cart and leave a tag letting you know if there's anything that doesn't belong in the City's curbside recycling program. Real-time Feet on the Street feedback has helped residents of Atlanta, Denver, Chicago, Washington, D.C., and other major cities improve their recycling habits and keep more waste out of landfills. Now it's coming to the City of Norcross!

In this packet you'll find more information about the Feet on the Street program, including:

- **Answers to questions we hear most often from citizens like you.**
- **A paper card for you to keep handy in your home that shows what can (and cannot) be recycled curbside here in Norcross.**
- **A decal with the current guidelines for recycling right. Stick this on the side of your recycling bin or the top of your recycling cart, covering up any old, outdated recycling rules. A lot has changed in recent years!**

A specific list of materials can be recycled in our curbside bins and carts: **Paper, waxed cartons, and flattened cardboard; empty and dry plastic bottles and jugs; and empty and dry aluminum and steel food and drink cans.** The facility that sorts out our curbside recycling can safely and efficiently sort out and sell these items to the manufacturers across Georgia and beyond that give our recyclables a second life. When you recycle right, you're helping companies like these make recycled products that don't require extracting more fossil fuels, mining for more metals, or cutting down more trees.

Recycling helps our environment, our state and local economy, our health, and our wallets. But it has to be done right. **If something is not on the list above, it cannot be recycled curbside, even if we might wish it could be.** That's because the size, shape, chemical makeup, or cleanliness of a material can make it too low-value or difficult and dangerous to process after it's been mixed with other items and picked up. When the off-list items are added to a curbside bin or cart, they can contaminate viable recyclables, making them unrecyclable, too. In addition, the wrong items often tangle sorting machinery and cause jams, injure workers, and start fires. Recycling right helps avoid these problems.

It's important to note that many things are recyclable, just not in your curbside bin. These items should be taken to drop-offs instead. For example, plastic bags and other kinds of stretchy plastic film, like bubble wrap and paper towel case wrap, are recyclable in the bins marked "Plastic Bag Recycling" near the front of stores such as Publix, Kroger, Walmart, and Target. Glass bottles and jars can be recycled at Norcross Public Works, located at 345 Lively Avenue. Best Buy takes old electronics and cords, and local scrap metal yards pay you money to recycle your unwanted metal equipment, housewares, and appliances. Keep your eyes open and you'll soon notice many such opportunities in our community!

As a Platinum Green Certified community, Norcross is a leader on environmental stewardship. With support from The Recycling Partnership and Waste Management, Feet on the Street is an opportunity for our city to lead the nation on waste diversion. When every Norcross citizen makes the decision to recycle right, together we will improve the quality, viability, and safety of recyclable material coming from our bins and carts.

Thanks for your efforts to recycle right!

Mayor Craig Newton and the Norcross City Council

FREQUENTLY ASKED QUESTIONS

WHAT IS FEET ON THE STREET?

Feet on the Street is a recycling education campaign in the City of Norcross. The Feet on the Street program will put a team of trained professionals on the streets of Norcross to check recycling bins and carts at single-family homes for contamination. Real-time feedback is provided through informational "Oops" tags left hanging on recycling bins or carts if contamination is found.

WHAT IS THE TIMING OF THE CAMPAIGN?

The Norcross Feet on the Street recycling education campaign will start September 13 and conclude October 8, 2021. Feet on the Street staff will check recycling bins and carts for contamination on each route's weekly service day for four consecutive weeks. The team will be working in the morning hours prior to waste collection, between 5 a.m. and 10 a.m. You can identify team members by their safety vests and City of Norcross badges.

WHAT IS RECYCLABLE CURBSIDE IN NORCROSS?

Please recycle paper, waxed cartons, and flattened cardboard, including office paper and mail, juice and milk cartons, cereal boxes, shipping boxes, and pizza boxes; empty and dry plastic bottles and jugs, such as soda, water, shampoo, and detergent bottles; and empty and dry aluminum and steel food and drink cans.

WHAT IS CONSIDERED "CONTAMINATION" IN CURBSIDE RECYCLING?

Anything that is not on the above list of permitted recyclables is considered contamination in the recycling stream. Feet on the Street staff focus specifically on the contaminants that are most dangerous and detrimental to the recycling system: Recyclables that have been bagged; loose plastic bags and plastic wrap; glass; food and liquid; cords, hoses, and chains; and electronics, batteries, and propane tanks. Many of these items can be recycled at drop-off locations, but should not be put into your curbside bin or cart.

WHAT HAPPENS WHEN MY RECYCLING BIN OR CART IS TAGGED?

Your recycling bin or cart will not be serviced if one or more of the six categories of top contaminants are found. An "Oops" tag that indicates which of the contaminants were present will be left behind on your bin or cart. Once you have removed the offending item(s), your bin or cart will be serviced on the next scheduled collection day. Remember that you are responsible for removing your recycling bin or cart from the right-of-way until the next collection day, and please remove the "Oops" tag prior to setting the container out for collection.

If no "Oops" tag is found on your recycling container during the active dates of the program, your recycling is free from any major sources of contamination (good job!) and will be serviced as usual.

WHAT INFORMATION WILL BE GATHERED THROUGH TAGGING?

Feet on the Street staff only record whether your household has set your recycling cart out, the types of contamination present (of the six types identified on the "Oops" tag), and a picture of the contamination. No personal information will be obtained, nor will any items be removed.

HOW IS THE PROGRAM FUNDED?

Norcross City Council accepted grant funding of \$15,000 from The Recycling Partnership, a national nonprofit improving recycling programs across the U.S. The remainder of the program budget is funded by Waste Management and the Sustainable Norcross Commission through the City of Norcross.

HOW CAN I START RECYCLING OR UPGRADE MY BIN TO A CART?

If you do not currently have a container for curbside recycling or you would like to upgrade your handheld recycling bin to a large, covered roll cart at no charge, please contact Waste Management (formerly Advanced Disposal) at 678-495-0058.

WHO MAY I CONTACT WITH QUESTIONS?

If you have questions related to Feet on the Street, please call the City of Norcross Community Development Department at 678-421-2027, or email communitydevelopment@norcrossga.net.

